

India – Mizoram

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The India – Mizoram GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components India could include in a comprehensive tobacco control program.

The India – Mizoram GYTS was a school-based survey of students in standards 8-10, conducted in 2001. A two-stage

cluster sample design was used to produce representative data for all of Mizoram. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100%, the student response rate was 83.6%, and the overall response rate was 83.6%. A total of 2295 students participated in the India – Mizoram GYTS.

Prevalence

30.3% of students had ever smoked cigarettes (Male = 38.9%, Female = 21.5%)
 53.5% currently use any tobacco product (Male = 58.4%, Female = 48.7%)
 23.1% currently smoke cigarettes (Male = 32.8%, Female = 13.4%)
 32.2% currently use other tobacco products (Male = 28.1%, Female = 36.5%)
 45.9% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

46.4% think boys and 32.7% think girls who smoke or chew tobacco have more friends
 14.9% think boys and 12.8% think girls who smoke or chew tobacco look more attractive

Access and Availability - Current Smokers

30.4% usually smoke at home
 61.9% buy cigarettes in a store
 75.0% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

74.9% live in homes where others smoke
 78.7% are around others who smoke in places outside their home
 68.8% think smoking should be banned from public places
 54.5% think smoke from others is harmful to them
 16.4% have most or all friends who smoke

Cessation - Current Smokers

85.3% want to stop smoking
 79.3% tried to stop smoking during the past year
 87.0% have ever received help to stop smoking

Media and Advertising

81.9% saw anti-smoking media messages, in the past 30 days
 77.5% saw pro-cigarette ads on billboards, in the past 30 days
 46.0% saw pro-cigarette ads in newspapers and magazines, in the past 30 days
 25.0% have an object with a cigarette brand logo
 13.5% were offered free cigarettes by a tobacco company representative

School

57.7% had been taught in class during the past year about the dangers of smoking
 28.6% had discussed in class during the past year reasons why people their age smoke
 54.0% had been taught in class during the past year the effects of tobacco use

Highlights

- 54% of students currently use any form of tobacco; 23% currently smoke cigarettes; 32% currently use some other form of tobacco.
- ETS exposure is very high – 3 in 4 students live in homes where others smoke; 8 in 10 are exposed to smoke in public places.
- Over half of students think smoke from others is harmful to them.
- 7 in 10 students think smoking in public places should be banned.
- 8 in 10 students saw anti-smoking media messages in the past 30 days; almost 8 in 10 students saw pro-cigarette ads on billboards in the past 30 days; almost half of students saw pro-cigarette ads in newspapers and magazines in the past 30 days.